



IF SHE LOOKS
AT YOUR TIE
BEFORE
YOUR EYE
IT'S A
PARISIAN
Made in New Zealand

To celebrate 50 years of trading we have discounted our complete stock to our customers' advantage with genuine savings.

THE KASH

On the Hill, Devon St. Central, New Plymouth,
and at modern Moturoa.

**Oldest
Patron**

**"THE KASH" IS
50 YEARS OLD**



A former Onaero farmer, 88-year-old Mr G. H. Wray, is regarded as the Kash's oldest long-standing customer.

Mr Wray said recently that he had been shopping at the Kash since it was bought by Mr J. J. Lomas in October 1918.

"I think I was the first customer through the door when Mr Lomas opened up

for the first time," Mr Wray said.

"I have kept coming back because of the attentive, civil and friendly attitude started by Mr Lomas and continued by Mr Wood.

"Every time I come in there is a chair for me to sit in and all the staff have a friendly word of greeting."

Mr Wray is a son of the engineer who has responsibility for building the rail-

way line from New Plymouth to Waitara, Mr A. Wray.

"He also built and drove the first steam engine to run on the line. I can remember how he used to have a dog which travelled with him in the cab of the engine," said Mr Wray.

"There were no fences on the railway in those days and the dog was used to drive stray stock from the line.

"One day it got rather carried away and the engine ran over its tail, cutting half off, but the dog still went on with the job."

Mr Wray's father also supervised the building of the New Plymouth reservoir which was demolished a few years ago when the present one was built.

●The picture shows Mr Wray being served by the managing-director, Mr W. T. Wood.

**Imagine
50 years
in
underwear**

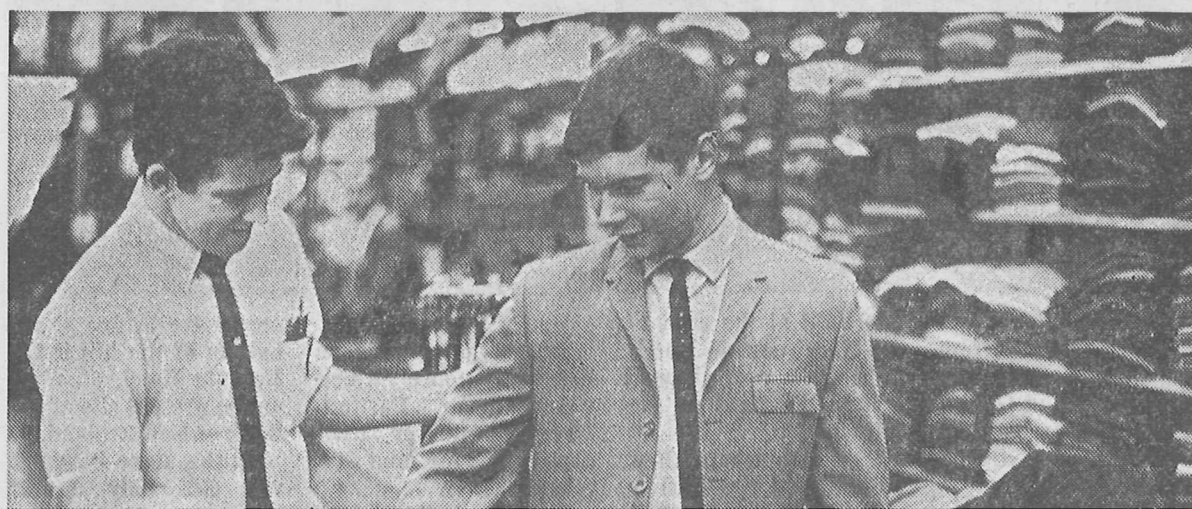
(and menswear
of all kinds)

The manufacturers of Hanes' underwear for men extend congratulations to THE KASH MENSWEAR LTD. and the achievement of their first 50 years. Because Kash Menswear provide such a great service, the men of Taranaki can look to KASH service for all their future needs.

**HANES
OF AMERICA**

Manufactured in New Zealand under license by
Soma-President Textiles Limited.

TURNING THE CLOCK BACK



**THE KASH
50 NOT OUT**

CLAUDE NEON are proud of their long association with KASH MENSWEAR LIMITED, and with the part they have played in shedding light on men's fashions.

CLAUDE NEON

Home Lighting Showroom and Warehouse
188 Thorndon Quay, Wellington.

FROM WOOLLEYS LTD., makers of—

**"APEX" CALIFORNIAN
SHIRTS & DRESSING GOWNS**

Congratulations to The KASH Menswear Ltd. on the attainment of their 50th Anniversary. With 50 years of experience in men's and boys' clothing, The KASH can recommend "APEX" quality clothing.

Summer "APEX" Californian Casual Sports Shirts now showing at The KASH are—

● **SHORT SLEEVE
SPORTS SHIRTS:**

All sizes up to
XXOS.

Priced **\$2-50**
from

● **BOYS' SPORTS
SHIRTS:**



**A COMPLETE RANGE OF HANES GARMENTS
IS AVAILABLE AT "THE KASH"**

HANES
OF AMERICA

Mens & Boys
Outfitters for
50
years
DEVON ST. N.E.

GUARDSMAN

offer their congratulations to
THE KASH MENSWEAR LTD.
in this their 50th ANNIVERSARY

BING HARRIS & Co. Ltd. and
"GUARDSMAN" are proud to say
that THE KASH have been stock-
ists of their quality merchandise
over the past years.

★ SUITS

Quality English Suitings.
PRICED FROM **\$49-95**

★ SPORTS COATS

English Cotswold Tweeds.
PRICED FROM **\$25-95**

★ SPORTS TROUSERS

Guardsman Trousers in all sizes.
PRICED FROM **\$11-95**

GUARDSMAN CLOTHING

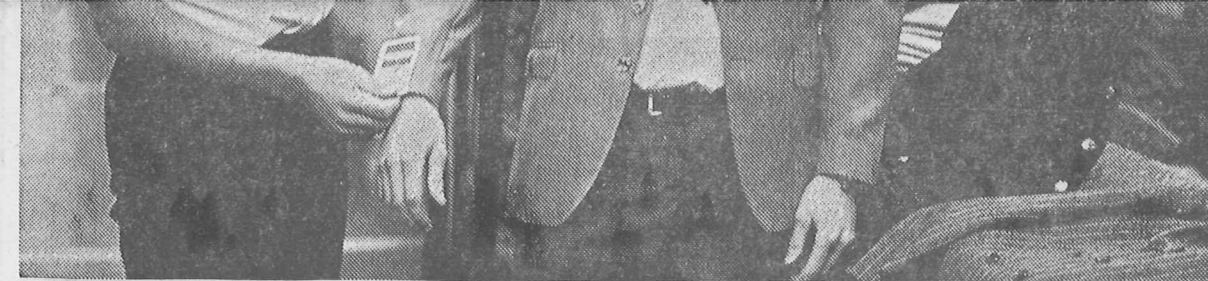
Designed here in New Plymouth by
Mr. Arthur Luty.

THE KASH are Taranaki's clothing specialists. THE KASH are proud
to be the largest stockists of Guardsman Clothing and this makes
them able to offer you all the Guardsman fittings.

★ For personal service and quality GUARDSMAN Clothing, see the
specialists and join in with them in their 50th Anniversary.

THE KASH

ON THE HILL, DEVON ST. CENTRAL, N.P. and MOTUROA



Take a young fashion
conscious man of today
and place him back in the
New Zealand era just
before the 1920's and it is
doubtful whether anyone
would notice anything
odd about his clothes.

The reason is simple.
Over the past four or five
decades the fashions in
men's clothing have turn-
ed a full cycle.

About the only dif-
ference between the cloth-
ing worn by the young
man about town then and
now is the waistcoat.
Waistcoats of the mid
1910s had lapels.

Hats in this period
were narrow brimmed
hard felt, trouser cuffs
were narrow and the pop-
ular jacket had four but-
tons.

From the 1920s on, a
change in the width of the
trousers became obvious.

Trousers became wider
and wider until by 1940
they had gone up from 12
to 16 inches to 21 to 22
inches. In some extreme
cases this was taken a step
further and bell-bottom
trousers appeared.

With the increase in
trouser width the jacket
lapels and hat brims also
increased in width.

These finally reached a
maximum of about four
inches in width.

Then followed the era
of the double breasted
suit. This style was worn
by young and old alike
and remained in fashion
until the mid-1950s.

One notable fashion
trend of the late wide
trouser and early double-
breasted jacket era was
shaped jackets.

These fitted tightly
round the waist and did
not hang as low on the
body as modern coats.

Today we have returned
once more to the narrow
trouser cuffs, narrow lapel
and narrow hat band. Al-
though four button jackets
are not as popular as they
were at the beginning of
the century a number can
be seen on the streets.



The above is an illustration of one of
our "Prestwick" suits. They are made
in various styles, with single and
double-breasted waistcoats, cut high
and in a variety of patterns.

Among the new suits just arrived
there are some nice dark worsteds, blue
serges, blue vicuña, and a choice selec-
tion of dark tweeds. Every suit is cut
from our own patterns; the coats are
nicely quilted and padded, and have that
tailor hang about them people admire
so much. We want you to try one of
these suits. We have them from 45s
6d to 55s 6d.

"THE KASH,"
DEVON STREET,
NEW PLYMOUTH.

Notes: High water
Opunake fifteen miles
New Plymouth.

ARRIVE
August 16—Rarawa,
Norbury, from the ship
Misses Fleming, A
Brown, Reilly, Bent, M
van, Hardwick, Wynne
son, Wright, Linkhart
Vesper, Warburton, Sha
art, Baker, Bond, Hig
Porteous, Cheah, Ruk
Shuttleworth, Protow
cher, Deane, Jackson,
Lean, 12 steers.

August 16—Takapuna
Hutchings, from the S
Mr and Mrs McCallum
Miss Hishop, Messrs. J
Cunningham, and 2 ste

SAILED
Last night—Rarawa
bury, for Ouehanga,
James Laughnan, Wes
dren, Harry, Harkness,
Snabe, Butterfield, 1
Messrs Rhodes, Mark,
Brown, Raleigh, May,
Soleman, Irving, Coop
Brice, Thompson, Coad
H. Morry, Allen, Po
Poch, Price, St. John
Dennar, Fortner, Bark
12 steers.

SHIPPING TEL
Ouehanga, August 1
8.10 a.m., from New Pl
Wellington, Augu
6.30 a.m., from New Pl
Sailed
Arrived, 9 p.m., via
Zealand.

SAILED
Ouehanga, August 1
5.30 p.m., for New Pl
bar 4.35.

NEWCASTLE
Sailed, Alexander Cr
ton.

EXPECTED AT
Takapuna, from Manuk
Rarawa, from Ouehanga
Rarawa, from Ouehanga
Rotoiti, from Ouehanga
Takapuna, from South
Rarawa, from Ouehanga

The D

The Daily News of August 17, 1907 features this
advertisement by the Kash. "Nice new suits" were
offered to the well-dressed New Plymouth man for
as little as 49s 6d.



IF SHE LOOKS
AT YOUR TIE
BEFORE
YOUR EYE
IT'S A
PARISIAN
Made in New Zealand



IF SHE LOOKS
AT YOUR TIE
BEFORE
YOUR EYE
IT'S A
PARISIAN
Made in New Zealand

All sizes from 2
years to 16 years.
Smart new sum-
mer shades.

Priced **\$1-30**
from

● APEX DRESSING GOWNS

Quality all wool Dressing Gowns in a host of
colours to choose from, checks and plains.
All sizes always in stock at The KASH. 34in. to
48in. chest.

PRICED from **\$11-75**

● "APEX" SPORTS
TROUSERS:

All fittings up to
52in. waist.

Priced **\$9-95**
from

★ For the best SELECTION
★ For the best PERSONAL SERVICE
★ For the best VALUE

SEE THE MEN'S AND BOYS' WEAR SPECIALISTS

THE KASH

ON THE HILL, DEVON ST. CENTRAL, NEW PLYMOUTH, AND MOTUROA



HOLEPROOF

extend their heartiest congratulations to

THE KASH

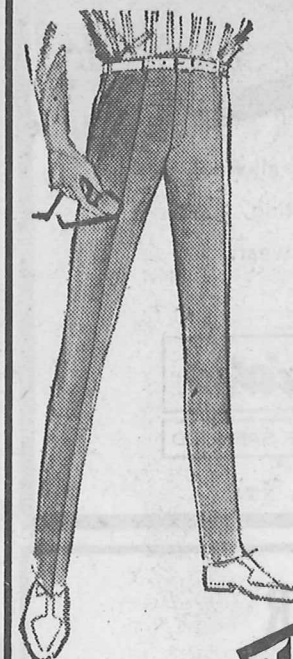
on the occasion of their anniversary of 50 years
of service to the community

the KASH sell and recommend:

★ HOLEPROOF
TOP QUALITY MEN'S
HOSE

★ AYWON THOROUGHbred
SLACKS FOR MEN
AND BOYS.

★ HOLEPROOF FAMOUS
WOOL ZEALON
SCHOOLWEAR



THE KASH

MENSWEAR

DEVON ST.

on the hill NEW PLYMOUTH
AND MOTUROA